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PATENT Serial No. 09/815,856

Amendment in Reply to Final Office Action of July 15 2005

TO THE UNITED STATES PATENT AND TRADEMARK OFFICE

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I certify that this document consisting of 14 pages is being transmitted via facsimile to the United States Patent and Trademark Office at the telephone number set forth above on August 22, 2005.

(Signature) Dicran Halajian

RESPONSE UNDER 37 CFR 1.116 EXPEDITED PROCEDURE **EXAMINING GROUP 2614**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

JOHN ZIMMERMAN

US 010094

Serial No. 09/815,856

Confirmation No. 5812 Group Art Unit: 2614

MARCH 23, 2001 Filed:

Examiner: SHANNON, M. R.

Title:

AND **APPARATUS** THROUGH A CELEBRITY OR USING A PROGRAMMING

RECOMMENDING FOR

TELEVISION CELEBRITY

PROFILE

Box AF Honorable Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT UNDER \$1.116

Sir:

In response to the Final Office Action mailed July 15, 2005, please amend the above-identified application as follows: